

The National
CITIZEN SURVEY™

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**Summary Report for the
City of Scottsdale, Arizona**



Submitted by:

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 332 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 938 residents, for a response rate of 35%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 3,000 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Scottsdale. (For more information on the survey methodology, see Appendix II in the Report of Results. A copy of the survey materials can be found in Appendix III of the Report of Results.)

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint).

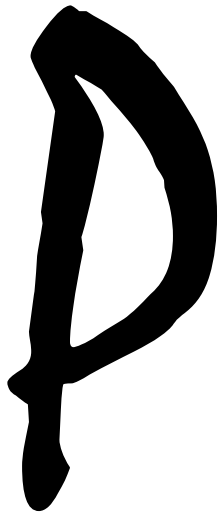
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Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

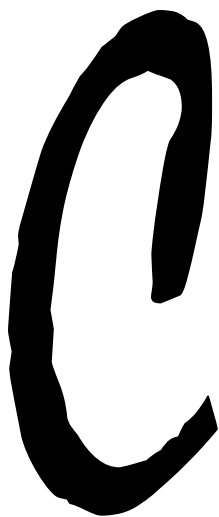
Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.



ROFILE OF SCOTTSDALE

According to the survey results, about 22% of Scottsdale residents have lived in the community for more than 20 years and 74% are over age 34. Another 21% are over age 64. 68% are currently employed; 27% rent; 73% own and 58% live in detached single family homes. Over 91% of Scottsdale residents have at least some college and the 64% have incomes above \$50,000. 4% of Scottsdale residents reported that they are Spanish, Hispanic or Latino and 96% said they are White or Caucasian.



COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Scottsdale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Scottsdale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Scottsdale.

- **QUALITY OF LIFE**

When asked to rate the overall quality of life in Scottsdale, 43% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Scottsdale as a place to raise children received an average rating of 70 on a 100-point scale.

- **RATINGS OF COMMUNITY CHARACTERISTICS IN SCOTTSDALE**

In 2004, the highest rated characteristics of Scottsdale were shopping opportunities, overall appearance of Scottsdale, and recreational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2004 was 87 compared to 85 in 2003. When asked about potential problems in Scottsdale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2004 were traffic congestion, too much growth, and drugs. In 2004 32% rated traffic congestion as a “major problem” compared to 33% in 2003.

- **PERCEPTIONS OF SAFETY**

When evaluating safety in the community, 78% of respondents felt “somewhat” or “very safe” from violent crimes in Scottsdale in 2004, compared to 70% in 2003. In their neighborhood after dark, 81% of survey participants felt “somewhat” or “very safe” in 2004, compared to 81% in 2003.

In 2004, as assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. In

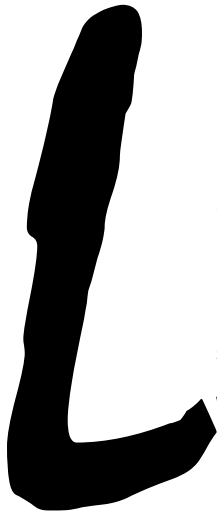
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2003, 11% of households had reported that at least one member had been a crime victim. Of those who had been the victim of a crime in 2004, 72% had reported it to police.

- **COMMUNITY PARTICIPATION**

Participation in the civic, social and economic life of Scottsdale during the past year was assessed on the survey. Among those completing the questionnaire in 2004, 86% reported visiting a Scottsdale park in the past year compared to 84% in 2003.



LOCAL GOVERNMENT

Several aspects of the government of the City of Scottsdale were evaluated by residents completing The National Citizen Survey.TM They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Scottsdale. Those who had any contact with a City of Scottsdale employee in the past year gave their impressions of the most recent encounter.

- **PUBLIC TRUST**

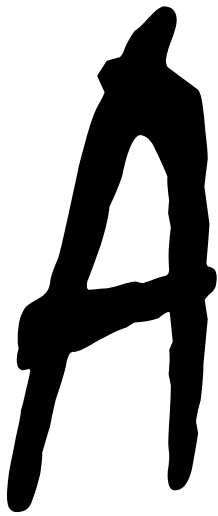
When asked to evaluate whether they were pleased with the overall direction taken by the City of Scottsdale, residents gave an average rating of 67 on a 100-point scale in 2004, compared to an average rating of 56 in 2003.

- **SERVICES PROVIDED BY SCOTTSDALE**

The overall quality of services provided by the City of Scottsdale was rated as 71 on a 100-point scale in 2004, compared to 68 in 2003.

- **THE CITY OF SCOTTSDALE EMPLOYEES**

Impressions of the City of Scottsdale employees were assessed on the questionnaire. In 2004, those who had been in contact with a City of Scottsdale employee in the past year (47%) rated their overall impression as 71 on a 100-point scale, compared to an average rating of 72 received in 2003.



ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Scottsdale as listed below.

The results for these questions are also available in the Report of Results.

Figure 25: Policy Question #1

	In which area of Scottsdale do you live?
	Percent of Respondents
South of Indian Bend Road	39%
North of Indian Bend Road and south or west of the CAP Canal	27%
North or east of the CAP Canal	34%
Total	100%

Figure 26: Policy Question #2

To what level do you agree or disagree with the following statements?	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
The City of Scottsdale should do more to promote water conservation among residents	47%	32%	16%	4%	2%	100%
My household could do more to conserve water	16%	39%	21%	13%	10%	100%